



Spero Academy Marketing Meeting Agenda
Friday, September 11, 2020 via zoom:

<https://us04web.zoom.us/j/76171985040?pwd=V1FNTG1lbmFMM0dxUHljUnZPRkRhZ09>

Date: 3.13.20	Purpose: to review committee items
Present:	Edi Becerra, Devin Taylor, Erin Giebink
Absent:	Shannan Paul, Diane Pangal, Katie Kammerude
Guests:	

- Items in red are answers or new items to be discussed.

Agenda Topics

Topic	Discussion	Next Steps
Social Media Presence	<ul style="list-style-type: none">• Devin Update/Discussion• Blog - Promote most recent post? (Erin)• Facebook numbers	Erin will work on boosting/doing some ad spend on blog post next week. Think about using Seesaw as a way to reach out to families to get additional content for social media?
Information Sessions	<ul style="list-style-type: none">• Virtual Tour Video• Information sessions	Erin & Edi will talk to Julian about getting a video together. Schedule some information sessions via Zoom for prospective families, October/November?
Employment Growth	updates?	A posting for more paraprofessionals was done to support the hybrid programming and childcare for essential workers.
Budget	2020-2021 Budget	Is this document up to date/approved?
Misc.		

Board Connections	Share at board meeting:	Zoom information sessions for prospective families to ask questions/tour of the building Posting for additional paraprofessionals for hybrid/childcare settings
End of Meeting		